
LADIES' GUILD

Publicity Protocol 2016-2017

NEWSLETTER

- A basic rolling calendar of events along with a hyperlink for ticket purchases and iVolunteer will be included in the weekly Newsletter.
- Email event information for Newsletter to newsletter@stchrisladiesguild.org by Thursday to blast the following week. Please indicate distribution start and end dates.

SCHOOLSPEAK

- Email information for School Newsletter to Stephanie Houlihan at shoulihan@stchris.us.
- Condense your information to text only and be as brief as possible (what the event is, who to contact, where, when and links for tickets/iVolunteer).

iVOLUNTEER

- Please contact Jodie Lissner at jlissner@stchris.us (CC: Sherry Riordan at sherryriordan@gmail.com) and include exact text with all necessary event information.

LG HOMEPAGE/FACEBOOK

- LG Homepage - Please contact Vicki Marchant at president@stchrisladiesguild.org. Must include exact text with event information and ticket price.
- LG Facebook page - Please send information to Erica Bannan and Jen Fernandez.

SUNDAY BULLETIN

- Email information to Gayle Blackford at gbstchris@yahoo.com (CC: Father Bennett at revbennett@sbcglobal.net) on Mondays.
- Condense your information to text only and as brief as possible (what the event is, who to contact, where and

when) without leaving out any key information. Major events can also provide a small logo.

- Please indicate with start and end days, which Sundays you would like to run it in the bulletin.

ANNOUNCE AT MASS

- Use this only ONE TIME.
- Exact text must be sent to Father Bennett at revbennett@sbcglobal.net (CC: Gayle Blackford at gbstchris@sbcglobal.net)
- Condense announcement to no more than two to three sentences. Include the phrase, "See Bulletin for more information."
- Deadline for announcement is the end of Thursday for the following weekend.

PRINT FOR RCIA

- Use this only ONE TIME.
- Contact Deacon Bruce Zorio at brucezorio@gmail.com to get drop off date and count (CC: Father Bennett revbennett@sbcglobal.net)

RE-USABLE SIGNS

- We can order re-usable signs at Fast Signs. Cost, size and design must be approved by the LG President at president@stchrisladiesguild.org.
- For most events, sign should be generic and have a date that can be changed for future use.
- Committee is responsible for hanging sign on designated hooks (installed on side of building by HNS – location TBD). Committee is responsible for taking down sign, and properly storing it in Nano.